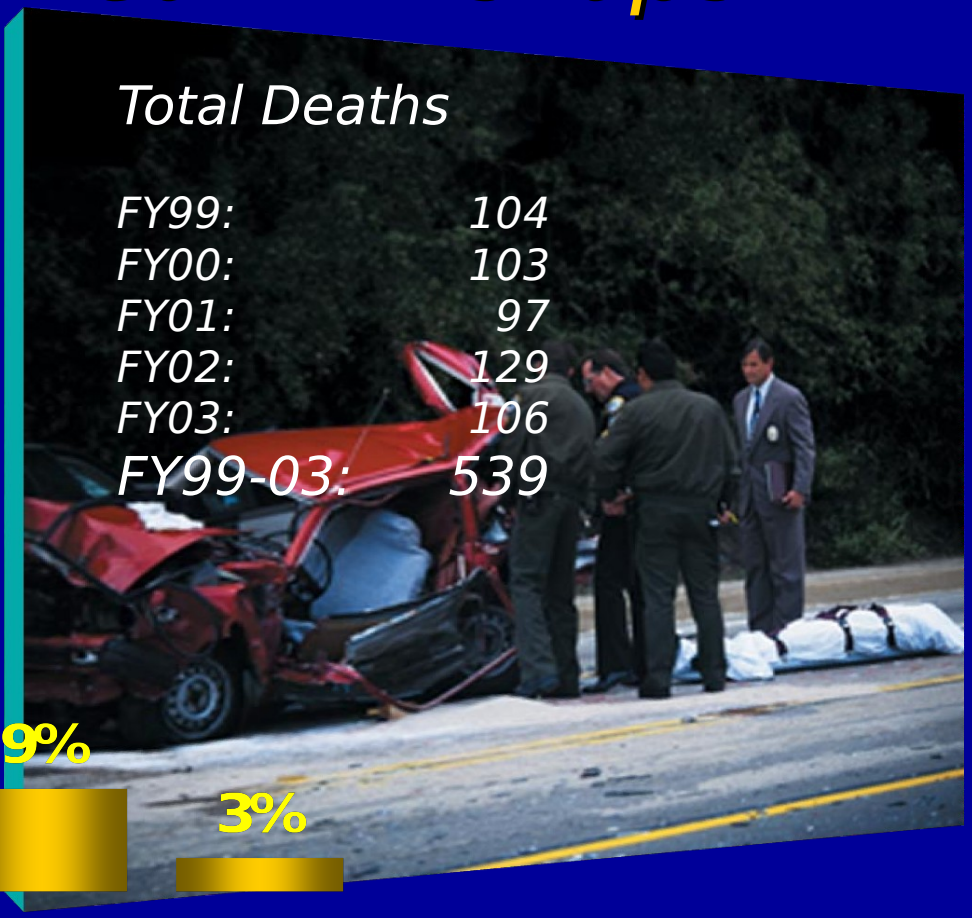
Alcohol in Traffic Crashes

Naval Safety Cente

How People Died in Mishaps

USN, FY99-03



Rate per 100,000 personnel

Traffic	Recreation	Aviation	Shore/ Ground	Afloat
60%	19%	10%	9%	3%
321	101	56	46	15

No. of Deaths, FY99 – 03

RISKY BUSINESS?

Alcohol Related Navy Fatalities FY 01-03

PMV	AGE	RECREATION
26%	17-20	36%
43%	21-24	30%
44%	25-28	0%
36%	29-34	11%
46%	35-40	0%
14%	>40	50%

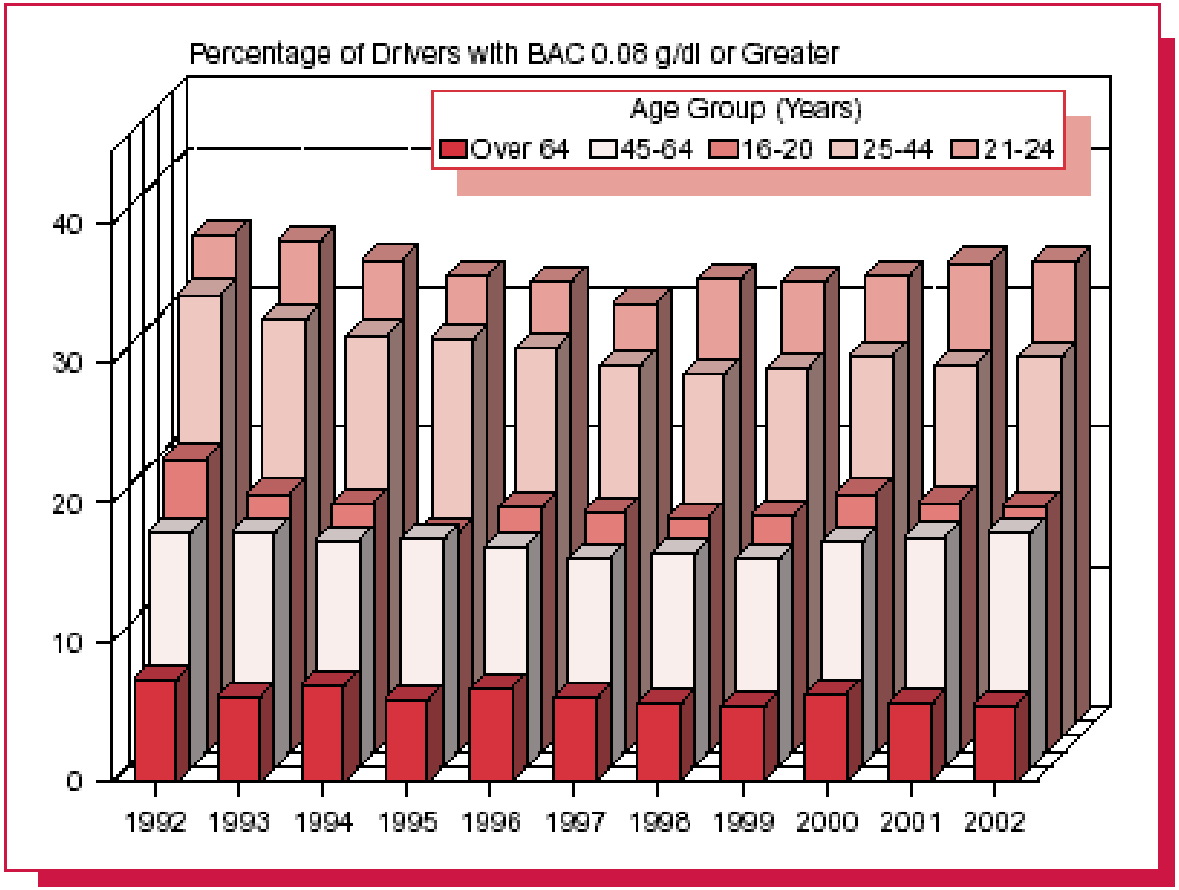
Avg 38%

Avg 26%

"There were 17,419 alcohol-related fatalities in 2002 — 41 percent of the total traffic fatalities for the year."

Alcohol

Figure 1. Intoxicated Drivers in Fatal Crashes by Age Group, 1992-2002



HOW HIGH CAN THEY GO?

.37 ENS: Mcy struck truck

.36 AN: Swerved and lost control

.29 LT: Lost control of motorcycle

.27 LT: Asphyxiation, drowning

.27 EMFN: Wrong way, killed 3 civs

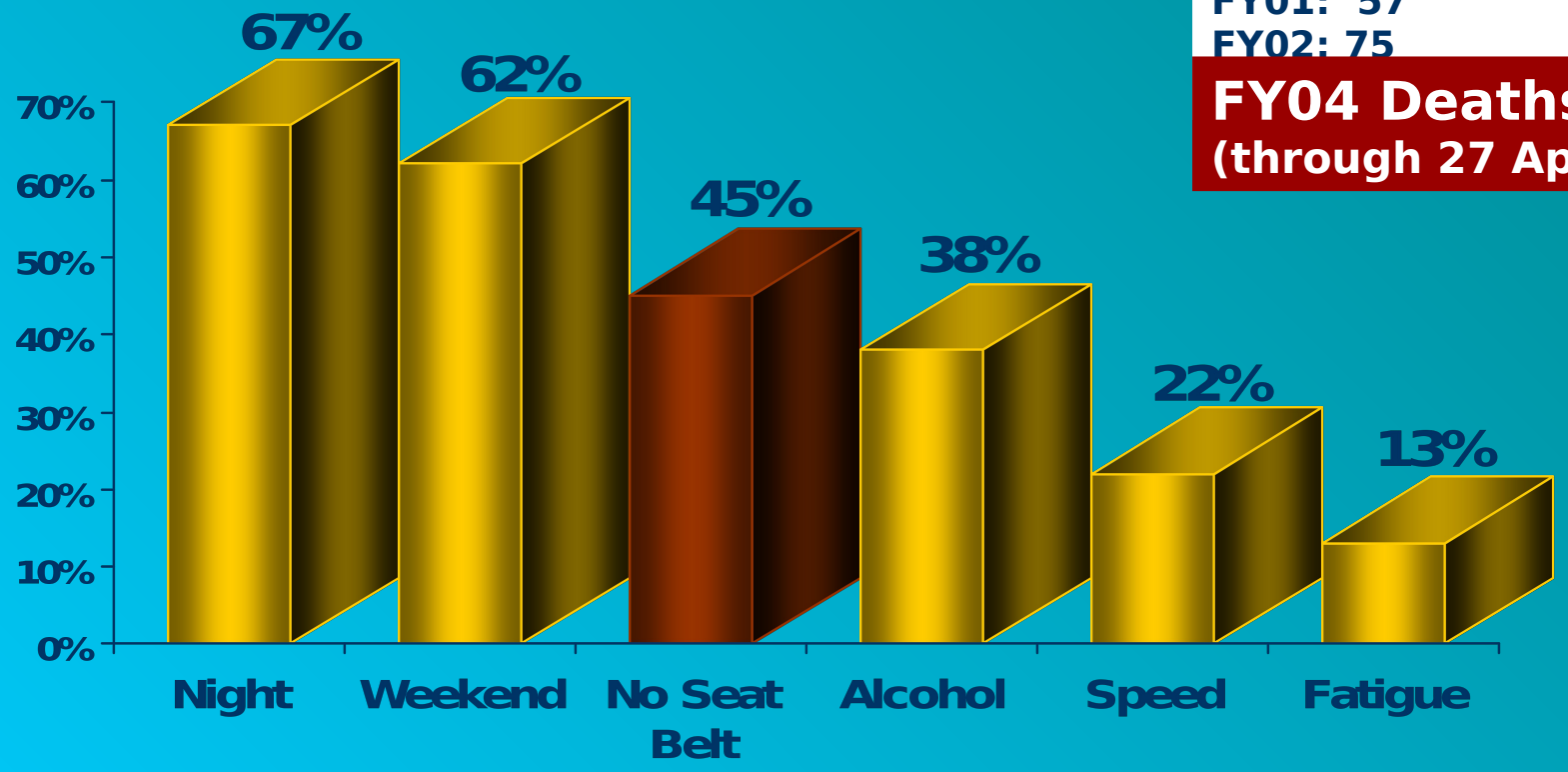
.26 UTCN: Pedestrian struck by car

.25 DT2: High speed, lost control

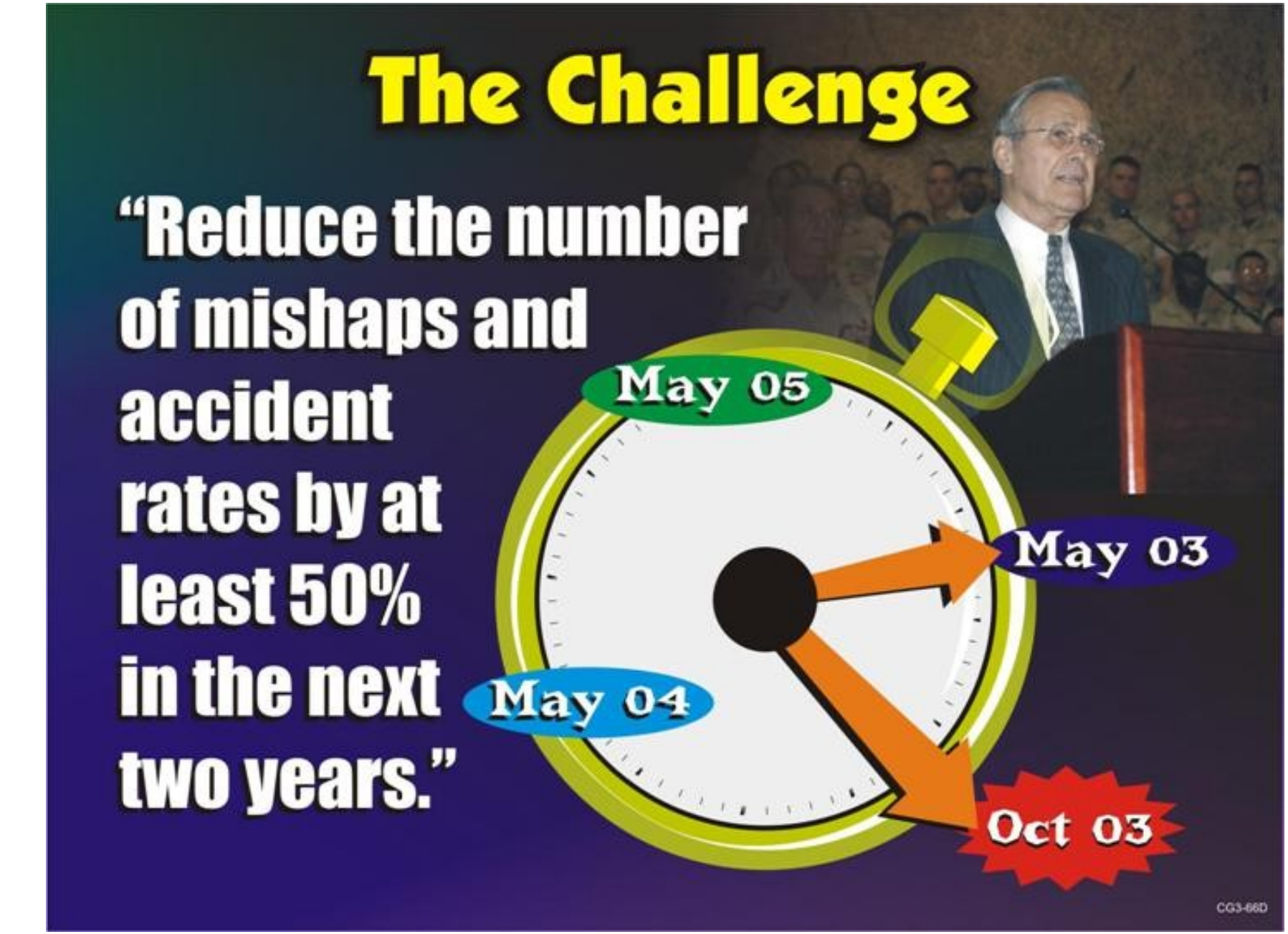
Navy
Factors In FY01-03 Traffic Deaths

FY01-03 Deaths: 198
FY01: 57
FY02: 75

FY04 Deaths: 37
(through 27 Apr)



The Challenge



Making the Goal Change Behaviors

- Senior leadership involvement (walk the talk)
- Accountability
  - accountability of operators for behavior
  - accountability of leaders for supervision
- Push-pull best practices to leaders
- Develop permanent partnerships
  - Installations - partnering with local law enforcement (e.g., ride along programs)

Most Critical Traffic Safety Improvements

Critical and Essential Cultural Changes

- Seat Belts
  - Increase use on and off base
- Speed
  - Develop specific countermeasures
- Motorcycle Training
  - Increase capability
  - Adopt ‘systems’ approach to foster life-long learning
- Motorcycle Helmets
  - Enforce compliance
  - Eliminate use of illegal helmets
- Driving Impaired
  - Bolster current programs
  - New partnership with MADD
- Drowsy Driving
  - Develop specific countermeasures

- Target Audience …. 18-34 males
- Primary Activities …Highly Visible Enforcement & Advertising
- Message Focus……You will be caught, jailed and lose: Money, Time from Work, Car, and Job
- Desired Action……. Plan ahead and never risk driving impaired
  - Designate a sober driver
  - Call a cab
  - Stay where you are
  - Stop an impaired friend from driving
  - Report impaired drivers to police

- **Target Audience ….. 18-34 males**
- **Primary Activities … Highly visible Enforcemen Advertising**
- **Message Focus……..You will be caught, tic and fined**
- **Desired Action……..Buckle up everytime, everywhere**

Saving Lives in Memory of

Navy Ensign John Elliott
USNA Class of 2000

Hero Goals

- Increase use of designated drivers
- Emphasize the role of personal responsibility in stopping drunk driving
- Decrease/eliminate drunk driving fatalities
- Create national campaign to end drunk driving
- Change attitudes about drunk driving

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